

100B worth of special grants, together with the existing grants (KRW 400B), for suffering businesses.

- 'Modoo Loan' was established to target vulnerable overlooked businesses. Local banks have provided KRW 100B worth of financial support.
- As well, in order to ease tax burdens on small·micro businesses, the city government has suspended tax submissions and established a special tax reduction for landlords who agree to reduce or forgive rental fees.
- In order to offset decreased offline income, the city government has provided support to businesses to boost online marketing and promoted traditional markets to establish a platform for delivery and online marketing.
- The Busan government has temporarily reduced maintenance fees and suspended rent fees for underground shops operated by the government.

Emergency support measures for small·micro, self-employed businesses

- Spike in confirmed cases has significantly weakened economic activities and consumer sentiment. Local economy has been hit harder than was forecasted.
 - CSI ('20.Jan) 104.2→(2.)96.9 /Manufacture BSI ('20.1.)76→(2.)65
 - CSI of Busan ('20.Jan) 100.5 → (2.)94.4
- Specifically, consumption has dramatically shrunk since social distancing campaign started.
- As small·micro businesses have been hit hard due to decreased incomes, **tailored support measures have been urgently needed** to stabilize the local economy.
 - * Small·Micro, Medium businesses: Average 75.6% reduced incomes, manufacture: direct/indirect damage: 29%
- In order to alleviate further hardships, the city government has announced 'Supportive measures for 3 major burdens (rent, decreased income, lack of resources)' (Mar.9).
 - (Rent) Reduce 50% of rent for local properties and public facilities

- for 3 months (Worth: KRW 7.3B, 3,755 businesses)
- Provide 50% reduction (max KRW 2M) on property taxes for landlords who partake in 'Good Landlord Campaign' and support project cost for improving traditional markets
- (Resources) Provide **additional special grants**, together with previous KRW 100B special grants, and existing grants (KRW 400B)
- Establish 'Modoo Loan (KRW 100B)' and allocate **additional special grants of KRW 100B** by March
- **A total of KRW 700B** is expected to be provided
 - *Held meeting with financial institutes headed by the Vice Mayor of Economic Affairs (Mar.11) and secured additional 10 staff to streamline the loan process
 - ** (Administrative support) Revise administrative process to increase efficiency
- (Decreased Incomes) **Extend 10% cashback reward** for local currency (Dongbaekjeon) through July and **expand volume** from KRW 300B to 1T
- o **The Busan Metropolitan City Government has also a secured emergency supplementary budget** thanks to the active cooperation with the City Council and swiftly provide the resources to boost local economy.
 - Together with the emergency supplementary budget from the Central Government (KRW 11.7T), **Busan has allocated its 1st emergency supplementary budget (230.9B)(Mar.12~18)**
- o Additional measures have also been adopted, such as reducing credit card processing fees, etc.

Emergency Livelihood Aid

- o Due to the spreading of COVID-19, intense social distancing campaign (Mar.22~Apr.5) has continued. **As a result, the local economy has been significantly hit, in particular, small·micro businesses have been hit worst.**
- o The city government forecasted such an impact and set out various support measures in a preemptive manner, however, **as the situation prolongs, additional drastic measures are needed.**

- For small·micro businesses, the city government has decided to **provide emergency livelihood aid** from April.
 - (Target) KRW 1M cash grants for small businesses with annual income under KRW 300M (186,000 businesses)
 - (Resources) Total KRW 185.6B: Disaster budget / 20% from budget of district offices
 - (Staff) 205 Public Officials, 205 temporally employed youth
- As well, the city government plans to **support unpaid leave, special employment, and freelancers.**
 - Request national budget of 15.6B for 30,000 and secure 2nd municipal supplementary budget for the rest
- The city government **has provided tailored support** to each business in order to minimize economic damage and alleviate the burdens of citizens, as well as put its utmost efforts into ending the virus from spreading by fully cooperating with the social distancing campaign.

4. Standing shoulder-to-shoulder to tackle the crisis

(Promotion) Transparent sharing of information and actively responding to fake news

- The city government has actively communicated with citizens since the inception of the outbreak (Jan.28) in order to ease anxiety.
 - The city government has aggressively responded to fake news in an earnest manner and shared precise information through SNS and city web site.
- As well, the Busan government has promoted relevant information in a transparent and preemptive manner by using municipal media outlets.
 - **Daily briefings** have been conducted since the first confirmed case reported. Relevant information and response processes have been promptly shared.
 - * Daily Press Briefing: Daily Report (10:00), Daily Press Conference (13:30), Weekly Report (17:00)
 - The city government has established a '**SNS Disaster Control Team**' and promoted the precise and prompt sharing of information by collaborating with relevant divisions.
 - '**Dynamic Busan**', the English local newspaper, has featured a special COVID-19 edition for Mar. and Apr., and the **Busan English broadcasting radio station** reports real-time information to foreign residents. As well, a promotional safety video has been broadcasted through **outdoor media boards**.
- The city government has also created a '**COVID-19 webpage**' under its official web site and provided information in a transparent and prompt manner.
 - Since the outbreak of the first confirmed case, the movement of patients has been posted on the web page.
 - '**Special COVID-19 homepage**' has also been created so that citizens can easily access information.
 - ▷ Provide overall information: daily status, movement of patients, screening clinics, clean zones, mask stocks

□ (Medical Supplies) Secure and distribute masks and hand sanitizers

- **Demand of masks has spiked since the first confirmed case was reported in Korea (Jan.16).** The situation has worsened in Busan since it had its first confirmed case (Jan.21).
- **The central government raised the alert level to “red” as of Feb.23 and such a move spiked the demand for masks.**
 - The central government has announced a special measure to stabilize mask demand and supply: 「Distribution + Supply + Consumption」 (Mar.5)
- **The city government has consolidated management systems of medical supplies in order to be able to provide them in a stable and efficient manner.**
 - secured medical supplies for the vulnerable
 - bought and donated masks, aside from the central government's, and produced cotton masks
 - * For elderly, children, pregnant women, the disabled and others who work in multi-purpose and/or high-risk facilities, etc.
- **In spite of the difficult situation, the Busan Metropolitan City Government has effectively responded to the lack of medical supplies and eased the inconveniences of citizens thanks to preemptive and strategic measures.**

□ (More than an act of charity), created a deeper sense of warm-hearted acts of charity within the community

- Citizens have increasingly participated in acts of charity, wishing for an early end to COVID-19. As a result, the city set up a distribution system for donations to take effective measures to cooperate with local fundraising organizations (Mar.6).
 - * Fundraising organizations: Busan branch of the Community Chest of Korea, Busan branch of Korea National Red Cross etc.
- The city developed ‘a plan for the distribution and management of donations to tackle COVID-19 (Mar.8)’ to nurture a wide-spread charity culture and earn the trust of citizens through prompt donation distribution in a transparent way, as well as gather capabilities across the community to overcome the crisis.

- * Principle: put priority on influential projects targeting wide-ranging areas & quarantine-focused projects, / previously excluded projects in budget allocation
- In line with this, the city, first in the country, formed the ‘COVID-19 Donation Committee’ to engage with Busan social welfare charity foundations, the Busan branch of the Republic of Korea National Red Cross in order to distribute donations in the right place at right moment (Mar.10).
- The committee decided to provide KRW9.92million for 6 projects in the first meeting (Mar.10), KRW13.94million for 4 projects and 133,000 donation items in the second meeting (Mar.19).
 - * Assistant Mayor for Planning & Coordination(Chairman), Assistant Mayor for Public Safety, External Relations, Director General of Welfare & Health Bureau, Director General of Administrative Management Bureau, Director General of Public Welfare & Labor Policy Bureau, social welfare charity foundations(fund-raising Div. Director, , Distribution Div. Director), Korea National Red Cross(relief&welfare Div.Director),

(Volunteer Activity) Devotion and Engagement of the Community

- Busan established a 24-hour emergency contact system (Feb.12) in cooperation with the Busan City Volunteer Center for the effective and systematic support and management of volunteers by jointly operating a volunteer management team between private and public institutions.
 - * (Organization) leader: a total of 11 persons in 4 teams, including the city center president and city deputy director of the social integrity division in the city government
(Role) Analyze demand for volunteers/ recruit and dispatch them
- The city began to carry out a two-track campaign, ‘Tackling COVID-19’ ,aiming to enhance public emotional resilience together.
 - Operate an on-line campaign named, ‘Good-bye COVID-19 and Welcome back to a safe Busan’ on social networking services by sharing messages of prevention guidelines, warm-hearted encouraging stories, mind soothing comments and cases that overcame the crisis
 - * sharing messages of prevention guidelines, warm-hearted encouraging stories, mind soothing comments and cases that overcame the crisis with hashtag on social network sites
 - Operate an off-line campaign to extend best wishes and voluntarily provide personal necessities to the vulnerable and healthcare staff through various private organizations (groups, firms, institutions) in

which 10 private organizations have brought encouragement and support to a total of 9,920 medical volunteers and the vulnerable

* 10 private organizations: (5 women's associations, 2 volunteer groups, 2 firms, 1 institution)

- Across the city, a total of 21,190 volunteers have brought together their capabilities to devote themselves to stopping the spread of infections in the form of a PR campaign, support for self-isolated people, manufacturing face masks and supportive quarantine measures

* Pursue support projects for front line workers collaborating with Busan City Volunteer Center and Korea Central Volunteer Service by producing and distributing cheer up kits, best wishes kits and handmade face masks, as well as providing goods for disinfection

* Conduct targeted volunteer activities for each district and county

□(Clean Zone) Enhance civic awareness of COVID-19 while rejuvenating local economy

- Since the first confirmed case was found on Feb. 21 in Busan, public anxiety and fear has increasingly unfolded over COVID-19 due to a surge in patients in the local community.

- As each patient's travel history has been disclosed in accordance with relevant infectious disease law, all facilities and businesses included in the record were stigmatized and negatively affected, as even after the period of quarantine and post-disinfection, the stigma has not disappeared.

* The secondary damages to businesses and facilities where confirmed patients visited topped headlines of many media outlets, including a MBC news clip on Mar. 4 (No costumers over concerns of being infection...threatening livelihoods).

- In order to minimize the damage, the city government launched the “Busan Clean Zone” certification for disinfection-guaranteed facilities.
 - The visited facilities and stores are able to earn a safety certification by the city government after being thoroughly disinfected
 - The certification process is aimed at protecting the affected businesses as well as rejuvenating the local economy by relieving unchecked public anxiety and bias.

- ※ Busan Clean Zone - a total of 276 places (from Mar. 3 to 24)
 - ▶(Concept) Facilities and stores visited by confirmed patients that are officially deemed to be safe by the city government after being fully disinfected
 - ▶(Target) Disinfection-guaranteed buildings, facilities and stores visited by confirmed patients (verified by a public healthcare center)
 - ▶(Procedure) Visit by confirmed patient - Disinfection-guaranteed - Certified as Clean Zone with the agreement of the store or facility owner
 - ▶(Proven to be safe sign) 3 types (sticker, standing banner, wall banner)

- Since the first introduction of the measure on Mar. 3, it has contributed to self-employed and micro business owners recovering from the damage and eased public anxiety.
 - Most of the facilities and stores visited by confirmed patients intend to be certified as a Clean Zone * Disinfection-guaranteed rate stands at above 90%
 - BUSAN CLEAN ZONE has gain the public's trust and nation-wide attention, including various media outlets so that it has become an exemplary measure to other local governments

(solidarity and cooperation) Overcome COVID-19 through solidarity and cooperation beyond borders

1. Support for Daegu and Gyeongbuk Province

- Following the spirit of Busan's message, 'there are no borders for cooperation to overcome the COVID-19 crisis', the city has supported the most affected areas of Daegu and Gyeongbuk province in cooperation with local districts and counties.
 - With more than 2,000 confirmed patients recorded in Daegu as of Feb. 29, Busan has provided the neighboring city with disaster relief funds & food like meat stew (Mar.4) and donated 500 protective suits to medical staff (Mar. 13)
 - The Busan Metropolitan City Fire & Disasters Headquarters dispatched a decontamination truck to the Hyungpoong Office of the National 119 Rescue Center (Mar.6) and offered disinfection products and 70 partitions for cohort isolation to the region (Mar.11).
 - The city government provided medical support, including transferring 14 patients with severe symptom from the region for hospitalized treatment and conducting around 400 epidemiological tests on Daegu citizens.

- The Namgu public healthcare center provided medical personnel and equipment, such as negative pressurized testing booths to the Buk-gu public healthcare center in Daegu. (from Mar.11 to 24), while Geumjeong-gu provided first aid kits, snacks and 960 face masks to the community treatment centers (living and treatment support centers) in Daegu.
- Cheer up activities for the two regions have continued, such as voluntarily fundraising from city officials and officials of Jin-gu district office, a supply of tomatoes by Gangseo-gu district office (Mar.6) etc.
- o In addition, residents' associations in Jung-gu (Mar.16) and Youngdo-gu (Mar.12) donated food and funds, while other private organizations have continuously given protective supplies, including alcohol for sanitation, hand sanitizer, face masks and local gift vouchers to the region for supporting the community while they overcome the crisis.

2. Cooperation among Busan, Ulsan and Gyeongsangnam-do province

- o With a surge of confirmed cases concentrated in Daegu and Gyeongbuk province, emergency video conferences have been held to come up with response measures in the neighboring Dongnam area among Busan, Ulsan and Gyeongsangnam-do provincial governments. They announced an agreement for a joint response to tackle COVID-19 (Feb. 26).

※ The agreement includes:

- ❶ Sharing information on confirmed patients: As a single living zone, acknowledging a need to share information on patients in a prompt and precise way, including their travel history, secure the necessary skilled personnel and set up a hotline
- ❷ Mutual support of personnel and facilities for treatment and disinfection: Sharing information on available personnel and facilities and offering mutual support to respond to a potential lack of beds due to a sharp increase of patients
- ❸ Joint response on Shincheonji Church: Sharing information on countermeasures to manage churchgoers and churches, and develop measures for a joint response in the area

- o Since then, the three regions decided on joint financial support of KRW 100M marked respectively for Daegu through the Korea Disaster Relief Association to help the vulnerable and those affected by the virus.

3. Cooperation between Busan Metropolitan Office of Education and private educational institutes

- As the Korean government delayed the start of the new school year from kindergarten to high school twice until Mar. 23rd to block local transmission, the Busan Metropolitan City Government, City Council and Office of Education held an emergency meeting to provide a joint response on Mar. 3rd.
 - In the meeting, joint countermeasures were developed which included disinfection support on multiuse facilities by teenagers, a supplementary budget bill, additional childcare services, recommendations for private educational institutes to shutdown and the setting up of a joint inspection team.
- Additionally, the city government conducted site visits of private educational institutes which did not participate in the shutdown, collaborating with the Office of Education and district and county offices to protect teenagers from Mar. 6th to 8th.
- The city held an emergency meeting with the Busan branch of the Korean Federation of Private Educational Institutes to overcome the COVID-19 crisis on Mar. 8th. In the meeting, the federation showed a strong commitment to adopting the shutdown recommendations, while the city released financial support for small institutes.
- On Mar. 10th, the Ministry of Education, Busan Municipal City Government and the Office of Education jointly implemented hygiene checks and disinfected the institutes.
- On Mar, 17th, the city held a meeting to learn more about the difficulties and suggestions from the affected institutes due to the shutdown.
 - Suggestions included tax exemptions on small institutes, streamlining procedures for the application of relief funds, revision on relevant laws, improvements of support funds to maintain employment, giving eligibility to the institutes as micro businesses to receive financial assistance

- Additionally, the city implemented joint checks on institutes alongside relevant public offices from Mar. 25th, while monitoring possible changes in the area due to further delays in the new school semester (Apr.6) to actively encourage intensive social distancing’ .

4. Cooperation with the City Council

- Due to a rise in the infectious disease alert level to ‘Red’ by the central government on Feb. 23, a sharp increase of confirmed cases appeared in Busan (From 2 cases on Feb.21st to 38 on Feb.23rd).
- To tackle the situation, the Busan Metropolitan City Council decided to promptly delay the 284th extraordinary session scheduled to be convened and largely reduced the session period by considering the need for an imminent response to COVID-19 and time needed to allocate a supplementary budget.
 - The council made the decision for the first in its history, as well as was the first to allocate the supplementary budget among other provincial councils in order to overcome the healthcare crisis in its early stages.
 - * Initially scheduled from Mar.2nd to Mar.13th - delayed from Mar.16th to 18th
- The supplementary budget is designed to rejuvenate the local economy so it was swiftly executed following a non-stop process with the active support of all in order to end the COVID-19 crisis as soon as possible.
 - In order for the swift allocation of funds, the standing committee agenda and review of the supplementary budget bill were expediently dealt with by the standing committee immediately after a plenary session.
- Also, as citizens struggled to obtain face masks due to COVID-19, the council ran a campaign ‘to not purchase publicly available masks’ in order to give more opportunities to the vulnerable and those who face a higher risk.

5. Solidarity and Cooperation with International Community

- ① Sent a letter of comfort & offered medical supplies to sister city in China
 - The city sent a letter of comfort to its 16 sister cities including ones in China following the spread of coronavirus that originated in Wuhan, Hubei province (Feb.5th).
 - As local transmission of the virus increased, China recorded 24,000 confirmed cases and 490 fatalities as of Feb. 5th. As a result, Busan decided to send relief supplies as a part of a humanitarian aid package.
 - On Feb. 14th, the city expanded its targeted aid to 21 TPO member cities within China, except the 8 cities that previously received relief goods.
 - * Sister city (Shanghai), friendship cities (Shenzhen, Tianjin, Beijing, Guangzhou, Chongqing), Shantung, Shaanxi, 21 TPO member cities
 - On Feb. 20th, the city sent disinfectant goods to Chongqing and Shanghai
 - * Shanghai: 10,000 face masks, 10,000 protective glove, 500 protective suits, 1,000 protective goggles
 - Chongqing: 10,000 face masks, 3,000 protective glove, 500 protective goggles
 - Since then, the city has faced difficulty to provide additional support due to new confirmed cases in Busan, as well as a nationwide increase in patients.
- ② ‘Received quarantine items from 9 of the Chinese provincial governments
 - On Feb.27th, sister cities in China sent a letter of comfort to Busan with the intention of providing medical support as confirmed cases increasingly appeared in the city and country.
 - Busan has received letters of comfort and medical supplies from Shenzhen, Tianjin, Guangzhou, Shantung, Shaanxi, Chongqing, Heilongjiang, Xiamen etc. following 70,000 face masks from Shanghai on Mar. 4th.

- As of Mar.25th, the city has been supported with 519,744 face masks, 3802 protective suits, 200 clinical thermometers which were carefully used for those most in need, such as the vulnerable and healthcare staff.
- ③ Built mutual trust by sharing experiences and international cooperation for a joint response to COVID-19
 - Korea and China have steadily overcome the crisis and built a deeper trust between the two states thanks to mutual cooperation and solidarity in fighting COVID-19.
 - In addition, this experience has served as a good opportunity to strengthen our relationships with sister/ friendship cities facing difficulties by sharing various experiences and information, as well as exchanging letters and medical supplies.

□ Active participation in social distancing campaign to end the pandemic

- As the virus has spread rapidly in the country, Professor Ki, Mo-ran, a doctor who leads the Korean Society for Preventive Medicine's COVID-19 task force, suggested to launch a 'social distancing campaign' to prevent a potential lack of medical resources, including hospital beds, halt the increasing mortality rate and identification of new cases (end of Feb).
- In line with this, the Korean government actively began the campaign as part of a damage-minimizing strategy to prevent more confirmed patients with severe conditions and further casualties (Mar. 3).
- The campaign has proved effective in blocking the spread of the infection. Thanks to the active and voluntary participation of Korean people practicing civic awareness, Korea was able to halt cluster transmissions of the disease at a stable level.
- However, healthcare experts pointed out that local transmissions within the country have appeared as cluster outbreaks in specific

religious institutions and businesses, while the number of new confirmed cases has been stagnated at around 100. Furthermore, taking into consideration the possibility of an influx of infections coming from overseas due to the sharp rise of viral infections across globe, leading to a prolonged pandemic, they suggested that the government should continue to be on alert and recommended carrying out the ‘social distancing’ campaign for the foreseeable future.

- In addition, on-going social distancing for the last three consecutive weeks has seen people show signs of suffering from fatigue leading to social distancing waning. It is thus necessary to come up with an action plan for sustainable social distancing framework that put less of a burden on people’ s daily activities.
- Taking all the issues into account, the healthcare authorities in Korea first set out a plan to run a strict, short-term social distancing campaign to lower local transmissions to a level the current quarantine and public medical system can deal with, while at the same time, develop an additional plan for a daily quarantine system which can run parallel alongside normal economic activities and the daily lives of people in order to prepare for a further protracted pandemic (Mar.21).
- The central government has tried to trace patient’ s movements early on to block secondary transmissions within the city, as well as seek out natural healing treatments for them, while reduce the existing infectious risk by carrying out an intensive social distancing campaign for fifteen days that considers the incubation period (14days) of the disease.
- Following this policy, Busan has also strongly encouraged its citizens to participate in the intensive campaign by complying with the rules, including refraining or cancelling social gatherings, travel and outdoor activities after work, except for grocery shopping or medical treatment. The city also highly recommended employers to avoid forming crowded workplaces by implementing policies, such as adjustments to commuting times, flexible

- working hours and working from home (Mar.22~Apr.5)
- Also, the city government announced an administrative order that bans gatherings at facilities and ceases operations of facilities that fall into one of six categories of business that are at high-risk of I infection due to their operational practice or those with a record of a cluster infection.
 - The city has strongly recommended religious facilities, indoor gyms, entertainment venues (room salons, clubs, “colatheques” and other nightlife establishments) to cease operations for 15 days (from Mar. 22 to Apr.5)
 - In the event of inevitable operation, the city government strongly recommended the facility to follow specific guidance released by the quarantine authority
 - * Blocking entry of persons with respiratory symptoms, maintaining distance between participants, wearing face masks etc.
 - Busan implemented inspections of facilities with a risk of cluster infection, including religious facilities, indoor sports facilities and other entertainment establishments (room salons, clubs, “colatheques” , internet cafe and singing rooms), cooperating with the Busan Metropolitan Police Agency and district and county offices to check whether theyt are abiding by the quarantine guidance (Mar.22~Apr.5) rules.
 - Violating the administrative order will result in a fine (3mil KRW), if a confirmed case is found, the facility may be responsible for compensation (damage costs) associated with hospitalization, medical treatment, as well as the fee for the facility’ s disinfection.
 - The city government has frequently encouraged citizens to follow ‘social distancing’ rules, including refraining from outdoor activities, crowded workplaces and the limited operation of certain facilities and businesses.